

Breitling hires Georges Kern as CEO to accelerate growth

July 17, 2017



Breitling's Aerospace Evo Cirrus Aircraft limited-edition watch. Image courtesy of Breitling

By STAFF REPORTS

Swiss watchmaker Breitling has named Georges Kern its new chief executive officer.

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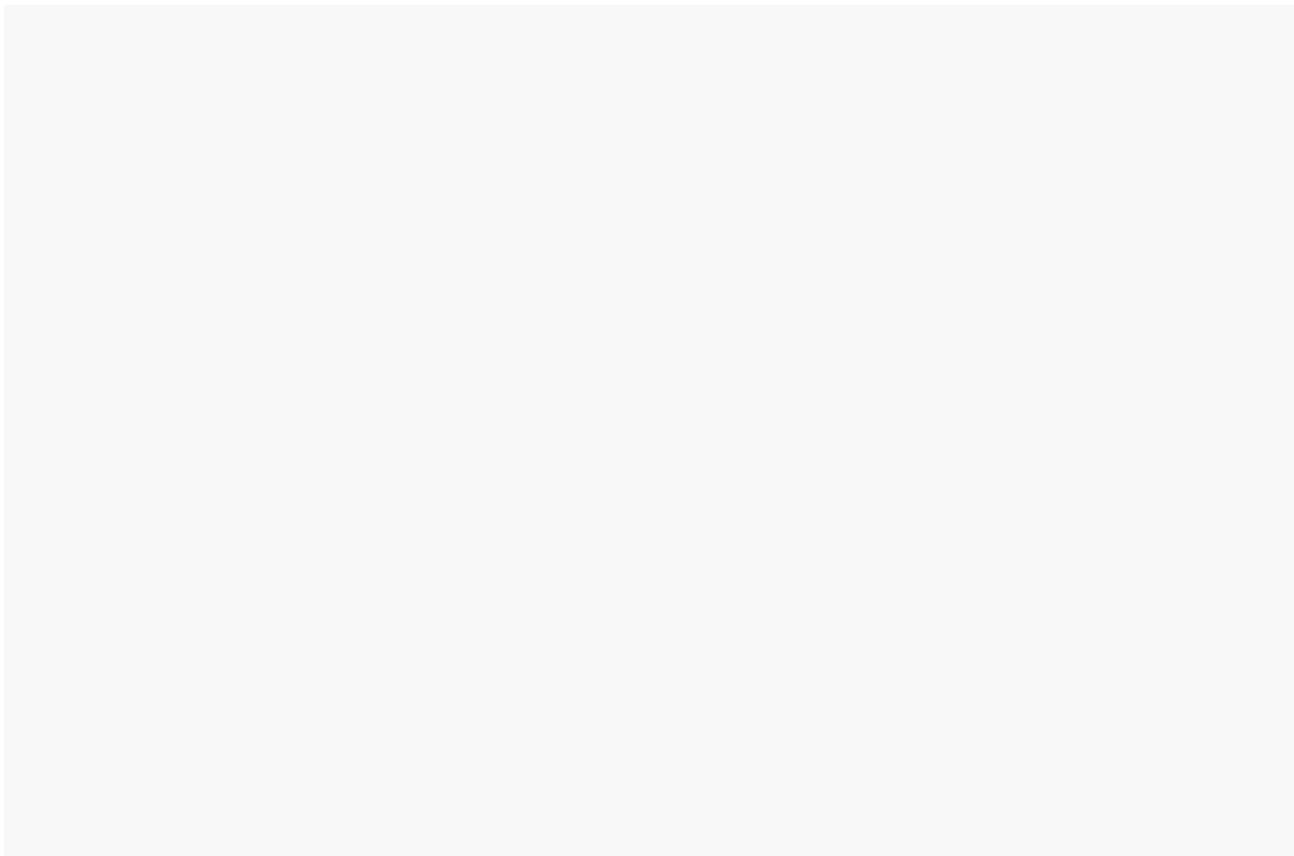
On July 14 it was announced that Mr. Kern had resigned as Richemont's head of watchmaking, marketing and digital, a position the executive held since last November. Prior to his work overseeing all of the group's watchmaking activities, Mr. Kern had been CEO of Richemont-owned IWC Schaffhausen from 2002 ([see story](#)).

Timed departures

Following Mr. Kern's departure, Richemont's watchmaking, marketing and digital activities will be overseen by the senior committee. The group has not mentioned its plans for a successor.

By Monday, July 17, Breitling announced that Mr. Kern would begin at its brand as CEO.

Mr. Kern's mission as CEO will be to foster Breitling's global development by focusing on digital and retail. Accelerating growth in Asia will be an important priority.



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A post shared by BREITLING (@breitling) on Jul 5, 2017 at 4:08am PDT

Theodore Schneider, chairman of Breitling, said, "We are delighted to welcome George Kerns to Breitling. His extensive experience and knowledge of the luxury watch industry and his creativity will further accelerate Breitling's growth momentum."

Mr. Schneider was previously Breitling's CEO, but became chairman of the watchmaker after selling a majority stake to CVC Capital Partner in April. Prior to CVC Capital Partner's involvement, Breitling was one of the last independent luxury watchmakers ([see story](#)),

Breitling's current vice president, Jean-Paul Girardin, will remain in his role.

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